



Over the past year,
City crews have worked to
improve 20 miles of Fremont
streets, contributing to a
smoother ride for all!

A majority of the
funding came from
federal stimulus funds.

City Unveils Working Draft of General Plan 2030

After three years of public input, technical studies, and deliberations by the Planning Commission and City Council, the working draft of the General Plan is now available for public review and comment. The Plan envisions that by 2030, "Fremont will serve as a national model for how an auto-oriented suburb can evolve into a sustainable, strategically urban, modern city."

(Continued on Page 3)

City Furlough Days: Dec. 20 – 31

As part of our budget reduction strategy, City offices will be closed for six furlough days Dec. 20 through Dec. 31, 2010. The furlough days will not affect Police and Fire services. There are some City departments that will be providing limited services. Go to Fremont.gov/Furloughs for complete details.

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Although the worst might be over economically, we are not out of the woods yet. When the economy first started its downturn in 2007, we immediately began reducing costs and proactively managing to live within our means. However, what first appeared to be a short-term blip on the economic radar eventually turned into the longest, deepest recession since the Great Depression. We wound up reducing the size of the City organization, cutting costs wherever possible, and working with our employees to get wage concessions.

Because the City is in the business of providing services to the community, all of these cuts have inevitably resulted in reduced capacity in every City department. We are re-evaluating the services we provide, and the manner in which they're delivered, yet we also need to continue to save money wherever possible. Since the winter holidays are typically a slow time for most businesses, one of the things we'll be doing to save money is shutting down City offices the last two weeks of December. Although we will continue to provide emergency response and public safety services, as well as some limited services, the rest of our employees will be furloughed during that time.

I want to thank the community for its support and understanding during these challenging times. The City Council and I especially appreciate the help, dedication, and hard work of our employees as we work together to address our fiscal challenges and continue to serve our community.

Fred

Fred Diaz
City Manager



I want to thank the
community for its support
and understanding during
these challenging times.

Did You Know?

Business Tax License Renewals Now Online

Fremont businesses can now renew their business tax licenses online. Simply go to <https://blweb.fremont.gov/blweb> and enter the required information: the business account license number and the PIN number printed on the renewal form. Save time, save money—no more postage or return envelopes necessary. Just log on and renew.



Explore Fremont with the New Community & Dining Guide

The 2011-2012 Fremont Community & Dining Guide is now available and includes shopping and dining options located throughout Fremont. This handy guide also includes local activities to try and places to visit. Call 284-4020 or email econdev@fremont.gov to receive a free copy. To download an interactive version go online to Fremont.gov/CommunityGuide.



City of Fremont

The City Council meets the first, second, and fourth Tuesday of each month at 7 p.m. in the City Council Chambers, 3300 Capitol Ave. Work sessions are held the third Tuesday of each month, times vary.

Meetings are broadcast over Cable TV Channel 27 or webcast online at Fremont.gov/Webcasts.

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Suzanne Lee Chan
Vice Mayor
Bob Wieckowski
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City Hall News

City Unveils Draft of General Plan 2030

Continued from Page 1

City staff held the first community workshop on the Draft Plan on Saturday, Nov. 6 in the City Council Chambers. Additional workshops will be scheduled to provide an overview of the Plan. Go to Fremont.gov/GPEvents2011 for a list of the dates.

For a user-friendly overview of the Fremont General Plan 2030, go to Fremont.gov/GeneralPlanDraft and click on "Vision Book." Drafts of the various plan chapters can also be accessed from this page.

If you have comments on the General Plan, use the comment feature on the web page.

If you are interested in receiving notifications about upcoming workshops, go to Fremont.gov/GeneralPlanUpdate and join the General Plan mailing list.



Photosimulation of future Fremont Boulevard in Centerville



Photosimulation of future Bay Street in Irvington



Future scene on Capitol Avenue in the City Center

Fremont is 'Green, Clean and Ready for the Future'

Fremont was recently showcased in a 'Green, Clean and Ready for the Future' video focused on Fremont as a home to innovative technologies.

Highlights include President Obama's visit to Solyndra's solar manufacturing plant and Tesla Motors announcement to build electric cars at the former NUMMI plant. The video was produced by the International City/County Management Association (ICMA) for their annual conference held in San Jose.

View the video at Fremont.gov/CleantechVideo.



City Services At-A-Glance

Animal Services

AnimalServices@fremont.gov
790-6630

Building and Safety

bldg_sfty@fremont.gov
494-4400

Community Preservation

code_enf@fremont.gov
494-4430

City Attorney

attyoffice@fremont.gov
284-4030

City Clerk

cclerk@fremont.gov
284-4060

City Manager

cof@fremont.gov
284-4000

Economic Development

econdev@fremont.gov
284-4020

Engineering

eng@fremont.gov
494-4700

Environmental Services

environment@fremont.gov
494-4570

Finance

finance@fremont.gov
494-4610

Fire Department

fire@fremont.gov
494-4200

GIS

gis@fremont.gov
494-4800

Housing and Redevelopment

ohr@fremont.gov
494-4500

Human Resources

jobs@fremont.gov
494-4660

Human Services

hs@fremont.gov
574-2050

Maintenance Services

maint@fremont.gov
979-5700

Parks and Recreation

RegeRec@fremont.gov
494-4300

Planning

planning@fremont.gov
494-4440

Police Department

police@fremont.gov
790-6800

Transportation Engineering

traffic@fremont.gov
494-4745

City Hall News

Modifications to City's Affordable Housing Ordinance

Previously Referred to as the Inclusionary Housing Ordinance

In an effort to promote development in Fremont and increase affordable housing inventory, the City has worked closely with local home builders, affordable housing developers, and community groups to modify the Inclusionary Housing Ordinance—now referred to as the Affordable Housing Ordinance. Under this ordinance, developers are required to make 15 percent of homes built in new developments affordable to income-eligible first time homebuyers.

The main change to the ordinance is to allow developers a choice between building the affordable homes or paying the City an in-lieu fee. In June, the Fremont City Council set the in-lieu fee at \$19.50 per square foot of living space. However, recognizing the depressed economic climate, it reduced the in-lieu fee to \$13.65 per square foot (with automatic annual increases over three years to raise to market rate).

When collected, these fees offer a greater range to the City in how we can provide affordable housing. For example, the City could decide to build housing for extremely low or low income residents in certain areas of Fremont or focus on a particular population of individuals, such as families, mentally disabled persons, or seniors. The City would not have these options if the developer were to build the units themselves.

With this new ordinance, the City is able to construct more affordable housing to meet the needs in the community. Both options result in a win-win for affordable housing in Fremont.



South Fremont/Warm Springs Studies Update

The City has kicked off a series of studies on the area around the future Warm Springs BART Station (now under construction) and the former NUMMI facility, now operated by Tesla Motors. The focus is on creating a vision for the area and examining opportunities for economic development and revitalization.

The studies, funded through a \$333,000 grant from the Economic Development Administration (EDA), will consider economic and marketing information, land uses, infrastructure needs, and financial data. This information will be used by the City, the community, property owners, and developers to guide future land use and economic development actions within the approximately 850-acre study area.

Community Input

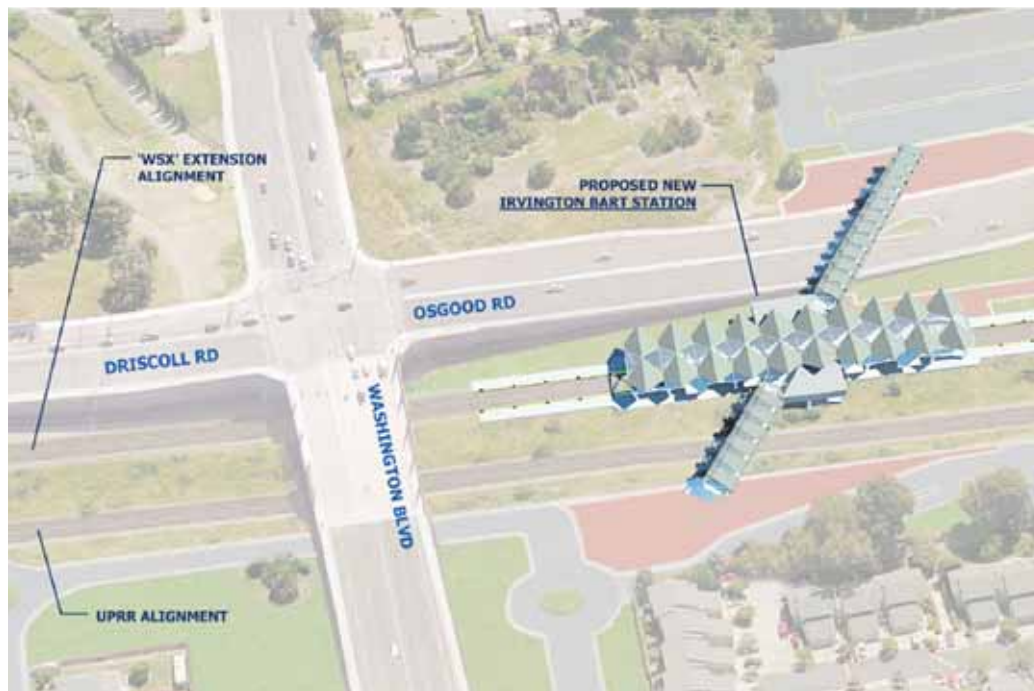
The community weighed in at workshops held in October and November. As the studies move forward in early 2011, there will be additional opportunities for community input. Go to Fremont.gov/WSStudyEvents for a current calendar of events. The South Fremont/Warm Springs studies are anticipated to be completed by June 2011, and will be used to help prepare a community plan for the area.

Additionally, the City is studying how redevelopment can be used as a possible tool to help revitalize this area. Information gained through the EDA-funded studies of the South Fremont/Warm Springs area, combined with other City analyses, will help in the evaluation of the potential to establish a new redevelopment project area and plan.

Preparations for Irvington BART Station

Fremont is poised to triple its number of BART stations over the next five or six years. In addition to the existing Fremont Station, BART is constructing the Warm Springs extension project, which will include a new Fremont/Warm Springs Station at the corner of Grimmer and Warm Springs boulevards. The city's third BART Station, the Irvington Station, will be located just south of Washington Boulevard adjacent to Osgood Road.

In the late 1990s when a funding plan was being developed for the Warm Springs BART extension, it became clear that the Irvington Station would not fit into the plan. At that time, the Irvington Station became "optional" and the City of Fremont was tasked with identifying the necessary



Irvington BART Station location. [WSX: Warm Springs Extension Alignment UPRR: Union Pacific Railroad Alignment]

funding if the station were to be built in the future. Therefore, when the City's Redevelopment Agency initiated its Redevelopment Plan Amendment Process in 2007, it included funding for the Irvington BART Station as the centerpiece of its Expenditure Plan. With the Redevelopment Plan

Amendment now approved, the City is moving forward with the Irvington Station. The Irvington Station will be located on Osgood Road, with parking to the east of it and bus stops to the west, as well as additional parking on the west side of the station. The station concourse will sit above the BART tracks with

the platform level below. By 2025 BART estimates that over 9,000 passengers will use the station each day. The City is now working with BART to complete preliminary engineering of the station by the end of 2011. The next step is to work with BART to complete the design and then construct the station.

Redevelopment Plan Amendment Completed — Ongoing Revenue Secured

After three years of study, analysis, ongoing consultations with all 14 taxing agencies in Alameda County, and the preparation of comprehensive environmental review documentation, the Redevelopment Agency's Plan Amendment became effective in June 2010.

This Plan Amendment allows the Agency to receive an additional \$1.1 billion in revenue over a 20-plus year period. This funding is extremely important to the City, as it will be

used to fund projects and provide amenities in the historic districts of Niles, Irvington, and Centerville. Many of these projects, such as streetscape and traffic improvements, would otherwise be funded—or go unfunded—by the City's General Fund. Without this additional funding source, programs providing financial assistance to small businesses for marketing and promotion and to property owners for building renovations would not be allowed at all.

This additional funding also allows the Agency to continue to provide high quality affordable housing to meet the City's regional obligation. Now that the new funding has been secured, City staff has already initiated work on a number of new projects, including the new Irvington BART Station.

Our Community

Pacific Commons Expansion

Movie Theater, Additional Retailers Slated to Open



Pacific Commons shopping center, located off of Interstate 880 and Auto Mall Parkway, will expand next year by one-third to total more than 1 million square feet. The expansion of Area 5 (at Pacific Commons Boulevard and Curie Street) will be anchored by a 139,000 square foot Target store and 16-screen movie theater complex. Construction is anticipated to begin by winter and both are scheduled to open by spring 2012.

In addition to the expansion, Nordstrom Rack is scheduled to open next spring in the former Circuit City space across from DSW Shoes and next to Party City. This is a welcome addition, as residents have long asked for more apparel offerings.

Within the past year additional restaurants and retailers have opened in Pacific Commons including Five Guys Burgers and Fries, Market Broiler, and Any Mountain (outdoor and sporting equipment), which moved in next to Ashley Furniture. Also, Old Navy recently underwent a major interior redesign creating a more customer-friendly layout.

For all of Fremont's shopping and dining options, go to Fremont.gov/CommunityGuide.

Volunteer Income Tax Assistance Program (VITA)

Tax season seems a distant prospect for many people but not for VITA's organizers and volunteers. VITA, an IRS program run in Fremont by the Fremont Family Resource Center (FRC), serves more than 1,600 low and moderate income families from Jan. 31 through April 15. The FRC VITA site is one of many sites throughout Alameda County as part of the "Earn It! Keep It! Save It!" Campaign coordinated by United Way of the Bay Area. The VITA program is critical in making sure families and individuals receive the maximum refund, including the earned income tax credit (EITC), that they are allowed based on their individual circumstances and income. All of the services provided by the volunteers and FRC staff are free to the public. Families who earned less than \$49,000 in 2010 will be eligible for services in the 2011 tax season. Families that have complex stock transactions, significant business activity, out of state returns, and domestic partners cannot be served by the VITA program.

Call for VITA Volunteers

A variety of positions are available, including screeners, tax preparers, coaches to assist the tax preparers, volunteers to assist families in connecting with all the programs and services at the FRC, and greeters. Classroom-training sessions for volunteers are located in Fremont and Hayward. Training at the Fremont FRC begins on Jan. 8, from 8:30 a.m. to 5 p.m. and continues for three consecutive Saturdays. For more information, contact the City's Carolyn Robertson at crobertson@fremont.gov or 574-2020.

Fremont 2010–11 Bicycle Master Plan Update

The City is updating our Bicycle Master Plan in conjunction with the current General Plan Update, for completion in spring or summer 2011. The Bicycle Master Plan update, which is funded by Measure B sales tax dollars designated only for bicycle and pedestrian projects, will serve as a guide for policies and improvements of Fremont's bicycle environment. The Plan will identify many



improvements for Fremont, including ways to enhance and expand the existing network of bike lanes, routes, and paths and closing the gaps in the system. It will also improve problem areas in order to encourage and increase bicycle ridership and, ultimately, improve overall traffic safety. For information about the Bicycle Master Plan Update and to receive a schedule of upcoming public meetings, contact the City's Rene Dalton at rdalton@fremont.gov or 494-4535.



*So who
really monitors
Fremont's
traffic and the
timing of traffic
signals?*

Real-Time Traffic Monitoring

Fremont's traffic is monitored at the City's Traffic Management Center, located within the Development Services Center at 39550 Liberty St. The Traffic Management Center is the hub of traffic signal control and information management. It consists of an integration of various intelligent transportation systems (ITS) elements such as a centralized traffic signal management system, a closed circuit television system, and various traffic data collection elements. Currently, 151 of Fremont's 159 traffic signals are connected to this system, along with 20 CCTV cameras located on high volume arterials throughout Fremont. For more information, contact the City's Transportation Engineering Division at traffic@fremont.gov or 494-4745.



Drum Roll, Please! City of Fremont Takes Home Top Awards

City Website Wins Top Honors

The City received the 2nd Place Silver Circle Savvy Award from the City-County Communications and Marketing Association (3CMA) for our City website, www.Fremont.gov. Sign up to receive news emails by going to Fremont.gov/eNews or follow us on Twitter at [Twitter.com/Fremont_CA](https://twitter.com/Fremont_CA).

City Receives Statewide Award for Grade Separation Project

The League of California Cities selected the City of Fremont as a 2010 Helen Putnam Award winner. The award designation was in the Public Works, Infrastructure and Transportation category for the Washington Boulevard/Paseo Padre Grade Separation Project.

Stimulus Funds Help Community Save Energy

As part of federal economic stimulus funding, the City received about \$1.9 million for energy efficiency efforts. The money is paying for projects that help both the environment and the local economy, including:

Cool Roof at Fremont Main Library

The City owns and maintains the Fremont Main Library building at 2400 Stevenson Blvd. With the old roof at the end of its useful life, the City used \$900,000 in stimulus funds to install a new energy efficient cool roof. The new roof will substantially reduce cooling costs at the library, and includes "pre-plumbing" for future installation of solar panels by Alameda County.



Light Emitting Diode (LED) Streetlights

Electricity for the city's 15,000 streetlights costs about \$1 million per year. With LED streetlights, the City can cut energy use by about half and also save money on maintenance. The City is using federal funds for pilot LED projects on a rebuilt section of Osgood Road (early 2011) and on Stevenson Boulevard from Marietta Drive to Mission Boulevard (early 2011).



California Youth Energy Services

Last summer, nine local youths conducted free audits for over 200 homes. Through simple measures such as trading out incandescent lights for fluorescents, they helped reduce Fremont's carbon footprint and saved residents money. Federal stimulus funds supplemented funding for this program by PG&E and the Alameda County Water District.



Public Safety



Nixle Notifications

The Fremont Police Department has launched a Community Notification Service called “Nixle”—designed to improve communication with people who live, work, and visit Fremont. The system is free and provides a quick, efficient, and secure way to get neighborhood-level information out to community members and subscribers. The messages are sent via text message. (Please note standard text message rates apply for subscribers who do not have text plans with their cell phone providers.) If email alerts are preferred, choose this option instead of cell phone texts. Go to Nixle.com to sign up.

After signing up for Nixle, also enroll in the City’s Community Alert System, CodeRED®, if you have not already done so. CodeRED® is a “reverse 911” system that currently contains land-line phone numbers for most residents and businesses. However, you may also enroll additional information to receive notifications by email, text, and cell or work numbers.

Go to Fremont.gov/CommunityAlert to enroll.



Package Delivery

The winter holidays are around the corner. Packages left on the doorstep can be easy pickings for a thief. If you are expecting packages to be delivered, think about the following tips to ensure you actually receive the items you order.

- Arrange to have packages delivered to another address such as a friend or relative who will be home during the day.
- Arrange to have packages delivered to your workplace.
- Arrange to pick up packages at the delivery company’s distribution center or at the local retail store.

Child Seat Safety Inspection and Installation

Have you had your child’s car seat inspected to make sure it is installed properly? The Fremont Police Department has certified child safety seat inspectors/installers to assist you with this task. Call 468-8699 to make an appointment.



Vacation Check

Want extra “eyes” on your house while you’re away on vacation? The Fremont Police Department recommends that you tell a trusted neighbor to pick up your newspapers and any advertising materials that may be left on your door or driveway. As an added security measure, you can request that Fremont Police Department CARE volunteers drive by your house while you’re away and they are on patrol. The CARE volunteers are trained to observe suspicious activities and circumstances.



To schedule, call 790-6740 and leave a message on the Community Engagement Unit message line. Make sure your message includes the following: your name, contact number, address, and the dates you will be away.



Holiday Tree Composting

Each year Fremont residents buy thousands of holiday trees that could end up in landfills if they are not properly composted. You can reduce the environmental impact of the holiday season by purchasing and then planting a live tree, using an artificial (reusable) tree, or recycling your tree at the curb (if you have curbside service). Cut, live trees are compostable if they are free of all decorations, tinsel, nails, and tree stands (including the wooden kind, nailed to the bottom of the trunk). Any tree that is flocked, contains fire-retardant, decorations, or tinsel cannot be composted and will be disposed of in the landfill.

There are three different ways you can compost your cut holiday tree in Fremont:

1. Allied Waste Curbside Pickup Service

Who: Fremont residents who have curbside yardwaste, recycling, and garbage service with Allied Waste.

When: **January 3, 2011 to January 14, 2011**, on your scheduled collection day.

Cost: There is no extra charge for this service.

How: No need to call to request this service — just leave your tree out using one of the following methods:

A. Green Organics Bin

- Cut compostable tree so pieces fit loosely in your organics bin with the lid closed.
- Place the bin at the curb on your scheduled collection day.

B. Gutter

- If your tree is less than 6 feet in length, place the whole tree in the gutter on your collection day.
- If your tree is over 6 feet in length, cut the tree in half and place both halves in the gutter on your collection day.
- Make sure your tree is in the gutter, not on the sidewalk.
- Make sure your tree is free of all decorations when placed in the gutter; this helps keep our storm drains litter free.

C. Garbage Bin (Please use this only as the last option.

Compost your tree first, if possible.)

- For a non-recyclable tree, please cut it up so pieces fit loosely in your garbage bin with the lid closed.
- Place the bin at the curb on your scheduled collection day.

2. Drop off at Allied Waste Customer Service Center

Who: All Fremont residents (whether you have curbside service or not).

When: **December 27, 2010 to January 31, 2011**

(Monday to Friday, 8 a.m. to 5 p.m.)

Cost: Compostable trees may be dropped off for free; there is a \$5 charge to drop off a non-recyclable tree.

How: Take your holiday tree to the Allied Waste Customer Service Center located at 42600 Boyce Road in Fremont.

If you have any questions regarding pick-up or drop-off service, call Allied Waste at 657-3500.

3. Boy Scouts of America Pickup Service

Who: All Fremont residents.

When: **January 8, 2011**

Cost: \$5 for recyclable trees, \$10 for non-recyclable trees.

How: Please make arrangements (see information below) with the Boy Scouts to have your tree picked up outside your residence (apartments included). All pick-up orders must be placed by **Wednesday January 5, 2011**, using one of the following methods:

A. Mail in the coupon below.

B. Call the City's Environmental Services hotline to leave a phone registration message at 494-4580. The recorded message will prompt you for the necessary information. If you choose to have the Boy Scouts pick up your tree, please do not place it anywhere near the gutter or on the sidewalk. Instead, place your tree on your lawn, driveway or other designated outdoor area (visible from the street) that you arrange with the Boy Scouts. Holiday Tree Composting information is also available at Fremont.gov/Environment.



Coupon for Boy Scout Pickup (cut along dotted line)

Please include all information requested on the coupon.

Mail coupon to: **BSA Holiday Trees**, Mike Whittaker,
2356 Night Shade Lane, Fremont, CA 94539

Make check or money order payable to: **Boy Scouts of America**

Name: _____

Address: _____

Apt. No. _____ (if applicable)

Nearest Cross Street: _____

Phone: _____

Location of Tree: _____

Grey Bin Recyclables

These Items *Do* Belong In Your Grey Bin:

Mail, Newspapers, Magazines

Bundled Plastic Bags

Food Boxes & Paper Packaging

Plastic Containers (#1-7)

Glass, Bottles & Jars

Cardboard

Aluminum Cans & Foil

Phonebooks

Don't Contaminate—These Items *Do Not* Belong In Your Recycling Bin:

Garbage and Styrofoam

Ceramic Dishes and Cups: Place in blue garbage bin

Clothes, Shoes, or Luggage: Place in blue garbage bin

Food Scraps: Place in green organics bin

Yard Trimmings : Place in green organics bin

Pizza Boxes: Place in green organics bin

Sharps: Call 800-606-6606 for proper disposal

Household Hazardous Waste (i.e., car battery, fluorescent light bulbs): Call 800-606-6606 for proper disposal

The City of Fremont Municipal Code requires that recyclables, solid waste, and organic materials are placed in their proper bins.

Green Bin Yard Trimmings & Food Scraps

These Items *Do* Belong In Your Green Bin:

Food Soiled Paper



Bread Scraps & Pizza Boxes



Waxed Paper Packaging



Coffee Grinds & Teabags



Yard Trimmings



Meat, Bones & Seafood Scraps



Eggs & Dairy Scraps



Fruit & Vegetable Scraps



Don't Contaminate—These Items *Do Not* Belong In Your Green Organics Bin:

Garbage or Household Hazardous Waste

Palm Fronds (difficult to compost): Place in blue garbage bin

Plastic Bags: Wrap food scraps in newspaper or use paper bag or paper carton

Plastic Flower Pots: Place in blue garbage bin

Rocks, Dirt, or Concrete

Garden Hoses or Patio Furniture: Place in blue garbage bin

For additional information visit Fremont.gov/Environment or call 494-4570

Questions: For options to properly dispose of extra garbage, bulky items, or to request a kitchen pail, contact Allied Waste Services at 657-3500

City of Fremont
3300 Capitol Avenue • P.O. Box 5006
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E C R W S S

Postal Customer



Invest in your community by shopping and dining locally!

- Local businesses grow our economy and employ our neighbors and friends.
- The sales taxes you pay support vital City services and programs.
- Shopping locally saves you time. Retail and specialty stores are conveniently located throughout Fremont with plenty of free parking.
- Local businesses offer unique, one-of-a-kind gifts and great customer service.
- Shopping locally saves you money. Many local retailers and restaurants offer discounts available online at ShopFremont.biz.

Find shopping and dining options in Fremont at:
Fremont.gov/CommunityGuide

Download coupons and save at ShopFremont.biz



Shop Fremont